

# ABSTRACT

For Points of Sale transactions: MATCH-Code-responsive, selective, whole-transactions-data capture and analysis enable retail establishments to operate in relation to submissions at check-out stations of Reward Offers having MATCH Codes for developing customer-specific sales information so such establishments can enhance sales and marketing for increasing profitability. Reward Offers are provided to predetermined customers or households called Primary Prospect Households (PPHs). The Reward Offers have associated MATCH Codes as described which specifically identify the addresses and/or identities of PPHs. These Reward Offers include offerings for sale of identified products at purchase-motivating prices. Retailing managements thus can carry out customer-specific focused or selective marketing activities for increasing patronage and loyalty of PPHs who through their MATCH Codes become identified as among the retailer's most profitable shoppers. Data signals relating to ongoing POS transactions transmitted between check-out stations in a retail establishment and an associated data storage computer facility are monitored, and data corresponding to monitored signals are temporarily stored. Each group of temporarily stored data relating to each completed transaction having data corresponding to a MATCH Code is selectively accessibly stored and analyzed in various described ways in relation to customer-specific and product-purchase-specific aspects of each such group of data. Temporarily stored data relating to each completed transaction wherein there is no data corresponding to a MATCH Code is removed. Monitoring does not block transmission of signals between check-out stations and the retailer's data storage computer facility.

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